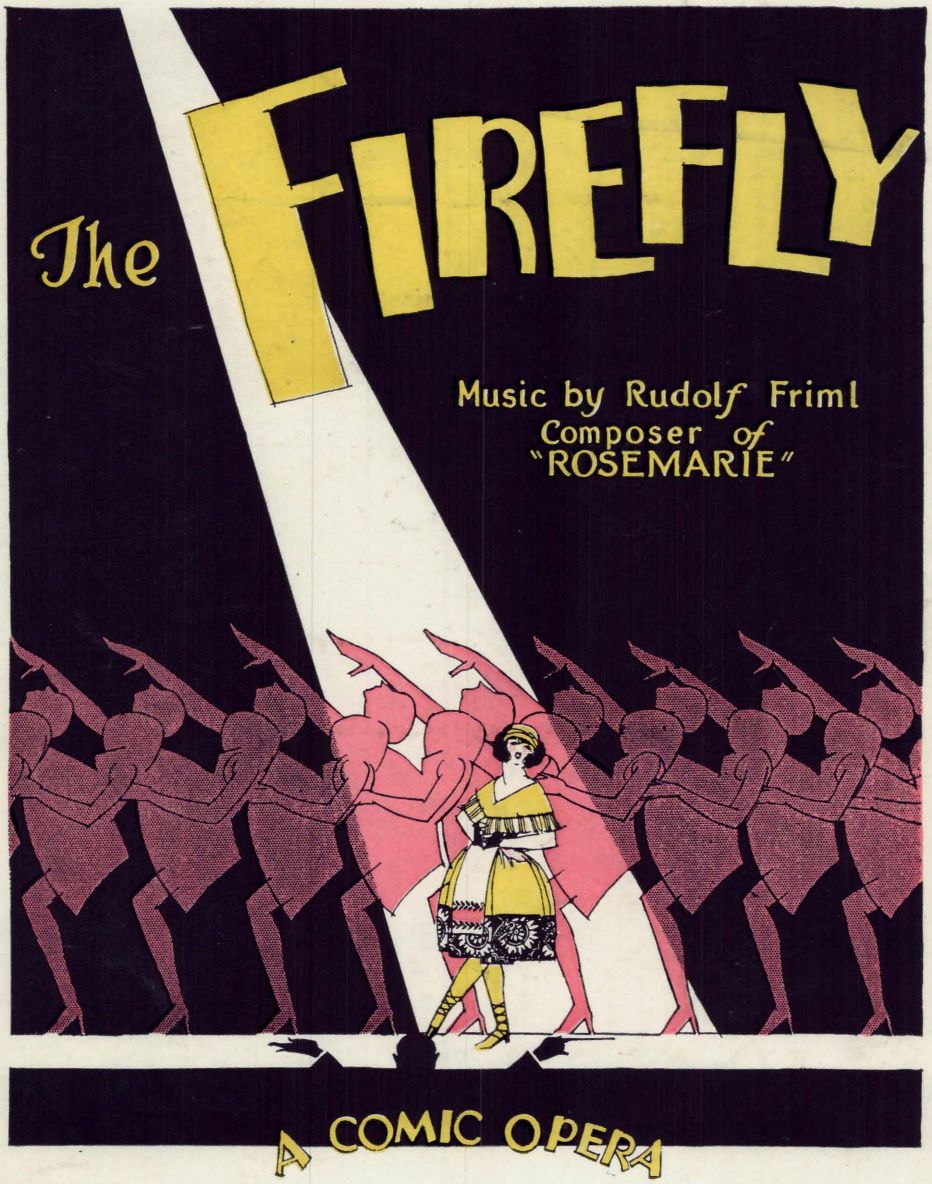
THE STORAGRAM

Special Play Number



KAUFMANN'S
FIFTH AVENUE PITTSBURGH

I have only just a minute,
Only sixty seconds in it;
Forced upon me—can't refuse it,
Didn't seek it, didn't choose it;
But it's up to me to use it;
I must suffer if I lose it,
Give account if I abuse it.
Just a tiny little minute—
But eternity is in it.

AUTHOR UNKNOWN

The STORAGRAM

Published monthly by and for the Fellow-wokers of Kaufmann's,
"The Big Store", printed and bound in our own printing shop.

Vol. VIII Pittsburgh, Pa., April 1927 No. 3

Appealingly Lovely, Gay and Tuneful

THE FIREFLY

To Be Produced by The Kaufmann Players

IT captivated New York when Trentini played the leading role. Its tuneful lyrics and intriguing plot make it outstanding among all musical comedies. We are proud, indeed, to offer to our Fellow-workers and to the public of Pittsburgh our production of this popular opera comique. With a cast of 150, with leads of marked talent, with superb costuming and the original stage setting by the finest scenic artist, we know the Kaufmann Players will add another glorious chapter to the store's history. It is our production; we all share in its responsibility and in its triumph.

Producing The Firely

To the business manager of any theatrical production, belongs much of the credit of its success. It takes as much talent in business management as in stagecraft and acting to put a play over successfully. Mr. Joseph Meyers, this year's manager of Kaufmann Players' production, *The Firefly*, is throwing the full strength of his organizing genius into the business of producing our play, and to him we owe much of its sure success.

Mr. Oliver Kaufmann's enthusiastic support can be counted on at every step. It was his idea, from the start, to give Kaufmann Players a really big opportunity to offer the people of Pittsburgh a production that would be commensurate with the players' talent and with the place the store occupies in the community. He was justly proud of last year's production. He says he is looking forward to a greater success this year—and we know he's right about that!

Firefly Committees Do Good Work

GENERAL COMMITTEE—Mr. O. M. Kaufmann, Mr. Paley, Mr. Weston, Mr. Minnick, Mr. Meyers, Mr. Goldstein, Mr. Clarkson, Miss Fitzsimmons, Mr. Lloyd, Mr. Kelley.

MAIN COMMITTEE ON INSIDE PUBLICITY—Miss Riley, Miss Hunter, Mrs. Salomon, Miss Fitzsimmons, Mr. Goldstien, Mr. Paley, Mr. Crock, Mr. Lloyd, Mr. Schwartz, Mr. Clarkson.

BASEMENT— Miss Sedlak, Mr. Lample, Mr. Cohen, Mr. Bauer, Miss E. Zeh, Miss P. Lyke, Miss Hess, Miss Kirby, Miss Riley, Miss Merriman, Mr. Diveney, Mr. Finn, Mr. Rosenberg, Miss Korbilla.

FIRST FLOOR—Miss Rogner, Mr. Brownlee, Mr. Hook, Mr. Thompson, Mr. Harre, Mr. Dinsmore, Mr. Willis, Mr. Macks, Mr. Crock, Mr. Paley, Mr. Drake.

SECOND FLOOR—Mr. E. Kaufmann, Mr. Danner, Mr. Sugarman, Mr. Auen, Mr. Hanauer, Mr. Coulter, Miss Flaherty, Miss Hobbs.

THIRD FLOOR—Miss Morgan, Miss Repsey, Miss Pettet' Miss Freakley, Miss Flinner, Miss Berman, Miss McCarter, Miss Marman, Mr. Harrison, Miss Kline, Miss Caldwell, Miss Smith, Miss Naggy, Miss Skerball, Miss Ochenrider, Mr. Rush, Mr. Sauers.

FOURTH FLOOR—Miss Carr, Miss Hannigan, Mr. Flynn, Miss Leman, Miss McGowan, Miss Wing, Miss Coombs, Miss Kaiser, Miss Saunders, Miss Meyers, Mr. Gattman, Mr. Heyman, Mr. Sexton.

FIFTH FLOOR—Mr. Stitzell, Mr. Grauer, Miss Neufeld, Miss Halbert, Miss McKenzie, Mr. Brautigam, Miss Ziegler, Miss Gustafson.

SIXTH FLOOR—Miss Callis, Miss Brogan, Miss Stalker, Miss McGovern, Miss Epstein, Miss Embs, Miss Wolbert, Miss Towner, Miss Hyde, Miss Riley, Miss Edwards.

SEVENTH FLOOR—Miss Edwards, Miss Sporer, Miss Gardner, Miss May, Mr. Lindner, Miss Carson, Mr. Nichols, Mr. Mohr.

EIGHTH FLOOR—Miss Keefe, Mr. Kunde, Miss Meyer, Mr. Dean, Mr. McCready, Mr. Cavanaugh, Mr. Lickenbaugh, Mr. Smith, Mr. Linder.

NINTH FLOOR—Mr. Derby, Mr. Carenbauer, Mr. Roth, Mr. Ross, Mr. Bedell, Mr. Reinard, Mr. Hock, Mr. Mandel, Miss Eckart, Miss Harrison, Mr. Stehle, Mr. Silverstein, Mr. Heidler.

TENTH FLOOR—Mrs. Snyder, Miss Stephenson, Miss Maloney, Miss Foley, Mr. Spindler, Mr. Hinshaw, Mr. Odenheimer, Miss Sobel, Miss Leppig, Miss Clark, Miss Pauley, Mr. Kelly, Miss Crowley, Mrs. Reynolds, Miss Stewart, Mr. Minnich, Mr. R. Friedlander, Miss Fabian, Miss Hoffman.

ELEVENTH FLOOR—Mr. Ashenfeld, Mr. Donovan, Mr. Hornberger, Miss Williams, Mr. Mennighe, Mr. Bates, Mr. Smith, Mr. Jamison, Mr. Folin, Mrs. Robinson, Mr. Hannon.

TWELFTH AND THIRTEENTH FLOORS—Mrs. Leopold, Miss Flynn, Mrs. Lynch, Mr. Reizenstein, Mr. King.

NORTH SIDE SERVICE STATION—Mr. Brush, Miss Tracy, Mr. Engel, Miss Bischoff, Mr. Urschler, Mr. Goldstein, Mr. Ross, Mr. Jahn, Mr. Spencer, Miss Thompson, Miss King, Mr. Shademan, Mr. Smith.

FORBES STREET SERVICE STATION—Mr. Hanlon, Miss Russman, Mr. Robinson, Mr. Geisler, Mr. Kirk, Mr. Spokane, Mr. Griffin.

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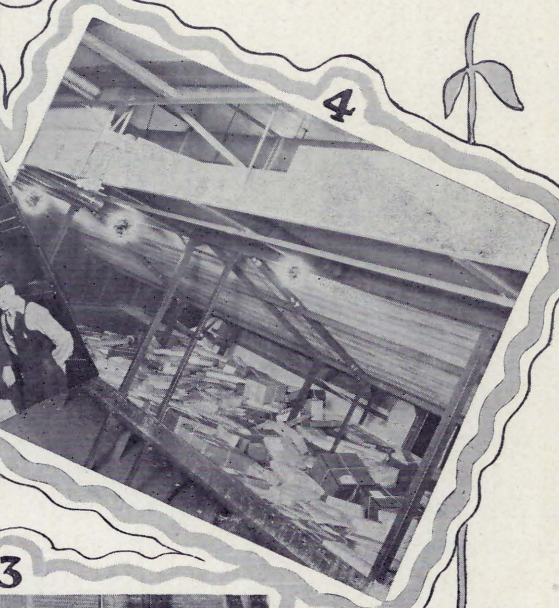

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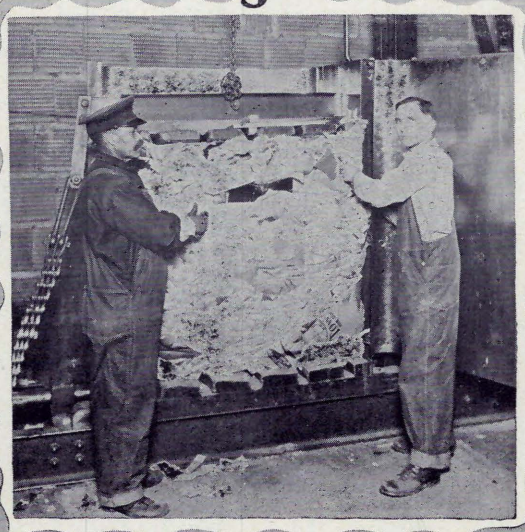

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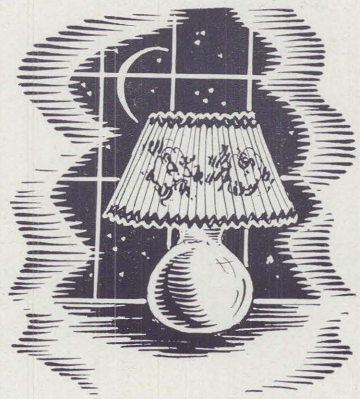
Know Your Store—See Page 11

"How Far That Little Candle Throws Its Beams"

Probably no one effect in interior decoration deserves more attention today than our lamps and lighting fixtures. A visit to our own Lamp Department shows the almost countless styles that this great interest has created — lamps for every nook and corner in every type of room. And the greater the multiplicity of styles, the more study it requires to make the right selection. It is easier to create vulgarity with lamps than with any other single item of decoration and furnishing; and it is correspondingly true that the happy choice of lamps lends grace and charm to the room.



When buying a lamp, the first question to consider is not simply is it beautiful in itself, but does it fit the room and its furnishings? Then, does it afford the desired lighting for the requirements? Is it the right height? Does it blend? It may not be amiss to rejoice over the fact that bead fringes are now passe, not only because they were ugly, but chiefly because of the annoyance they gave the reader through their swaying shadows.

A bewildering variety of lamps in the same room should be avoided. With all the artistic styles offered in such a complete Lamp Department as our store affords, the right Lamps for any room may be found, and a number of harmonizing styles, or variations of the same type may be found for each room, if desired. Recently a number of authentic reproductions of antique Lamps and torches have been brought out. Their beauty is unquestioned.

Bowl and vase lamps are more home-like than pedestal or standard lamps. There are lovely porcelain, pottery and cloisonne bowls in colorings rich and appealing; and the increasing number of brass, bronze and other metal bowls offer styles and shapes especially appropriate for men's rooms. Parchment shades have replaced the silks that were once in highest favor. The Far East sends us the handsomest creations in both bowls and shades and there are many successful copies of these. Our Lamp Department displays the finest importations as well as fine reproductions.

Whatever type of architecture is featured in your home, whatever period style predominates in the room, whatever your individual taste may be, there are, right here in our own Lamp Department, scores of correct and appropriate lamp styles to choose from. It is a long, long study, this of lamps and lighting fixtures today. Those who are privileged to sell in this fascinating department must find the study of lamp styles profitable as well as interesting.

Meet the Chef

We are pleased to present "Bill" of the smiling countenance, the genius of the Employees' Cafeteria. For about eight years our chef has worked behind the scenes, preparing those savory dishes for us. Between 1700 and 1800 of us throng the cafeteria every day for lunch; and from 200 to 250 breakfasts are now being served. In fact, the Employees' Cafeteria is constantly serving all day except for one hour in the morning. Three meats, four vegetables, seven or eight salads, four or five desserts are offered daily for lunch. And still Bill smiles and smiles! Good nature combined with culinary skill is the making of a chef.

Menus are planned for best nutrition. The foods are well cooked and attractively arranged. And everything is surprisingly low priced. For instance—meats are 15 and 20c; vegetables, 5 and 7c; salads, 10 and 15c; desserts, 5c, 8c and 10c.

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In the picture below, Miss Edlis, of the Misses Coat Department and Miss Kayser, of the Sports Wear Shop, are shown at an early lunch, looking pleased because their favorite salads are featured that day—also because they managed to get up to the Cafeteria ahead of the crowd for a change!

Face the Sun

Don't hunt for trouble, but look for success.
You'll find what you look for—don't look for distress.

If you see but your shadow, remember I pray,
That the sun is still shining, but you're in the way.

Don't grumble, don't bluster, don't dream and don't shirk.

Don't think of your worries; find joy in your work.

The worries will vanish, the work will be done.
No man sees his shadow who faces the sun.

E. Wangeman.

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Let your Living Room Express your Personality

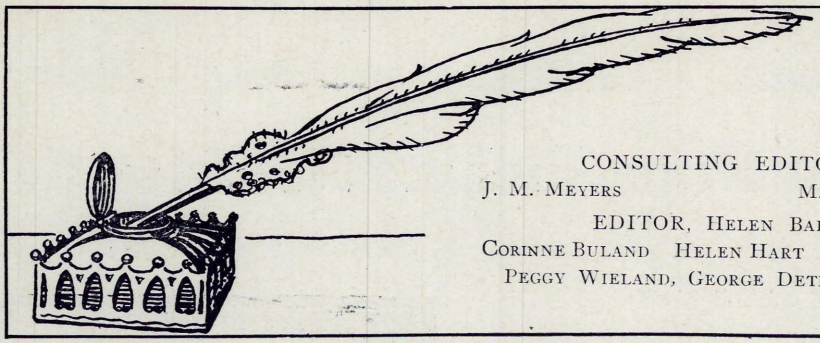
By Nick Kolling

Any one who sells furniture these days soon comes to feel that people are seeking to express their own personality through the furniture they buy. And this is particularly true of living room furniture.

Gone are the days when you could sell the same sort of regular set to any number of customers. Of course, this makes selling furniture more interesting, if less easy.

Certainly the living room today is the most important room in the house. In older homes and apartment houses, partitions have been taken down to make a more spacious living room. Think what all the new living room has come to absorb—what all it means in the life of the family. The old, stiff, drawing room has retired in its favor; books that used to be in the library have moved into the living room; the piano that formerly belonged only in the music room is now in the living room. There, too, are the radio and victrola. And above all, there are centered the individuality and personality of the owner expressed in the selection of individual pieces of furniture.

Rehearsals as seen by Detrick



CONSULTING EDITORS
J. M. MEYERS M. A. MALONEY
EDITOR, HELEN BAKER
CORINNE BULAND HELEN HART C. J. HANLAN
PEGGY WIELAND, GEORGE DETRICH, Artists

SPEAKING OF ADVERTISEMENTS

The other day a woman dashed up, breathless, to one of our fellow workers on the Main Floor and demanded, "Are those Curtains on Sale today?" Now it so happened that curtains were far from the thoughts of said fellow worker. He is a bachelor and problems of home furnishings have, so far, not vexed his happy life. In other words, it is nothing in his young life when there is a Curtain Sale at Kaufmann's that will save a thrifty householder a neat little sum of money.

So, while the customer stood breathless, he looked blank, then (we must tell the whole truth) he looked distinctly bored. Coldly he answered, "The curtains are not on this floor."

THE SEQUEL

There are customers and customers. The one above referred to was one of those hurried, bewildered women who are in special need of patient service. She didn't flounce out of the store in righteous anger, she merely asked another question, "Well, where *are* the Curtains and do you know if the sale is still on?" To which the haughty one replied, "You will find Curtains on the Ninth Floor. They will tell you there if there is a sale." The customer turned, hesitated, looked doubtfully around, then walked out of the store. Of course, what she was thinking was, "I guess that wasn't so much of a Sale, anyway or that clerk would have known about it--------or, maybe the sale is at So-and-So's. I'll go over there."

We owe it to the public whom we serve and our firm whom we represent,to read and reread until we know them by heart, every single advertisement, every single day!

BE OPEN-MINDED

Most of us believe we are open-minded. We all enjoy and admire the open-minded type of person. He's refreshing because his mind is never stale. He's good company because he's always learning something new and worth while and he's keen to share it with those who seem interested. He's a good counseller and friend because he does not jump at conclusions and he can weigh a matter honestly in his generous, open mind. And he doesn't hold a grudge. His mind isn't cramped with prejudices and suspicions. He may or may not have had much book learning(commonly called a good education) but he's ten jumps ahead of his associates and fellow-workers who haven't cultivated the open mind. We certainly do like him and trust him and rely on him every time, don't we?

A MESSAGE FROM THE PRESIDENT OF K. B. A.

With the glory of achievement of our fellow workers in "The Royal Vagabond" still fresh in our memory, I am very happy to announce that once again have our many talented workers banded together to surpass last year's effort.

The manifest unselfishness of my fellow workers, who are unhesitatingly giving of their time and their talents to make this play a success is an inspiration to all of us. For we all share the benefits that come from the play, which is given for the Kaufmann Beneficial Association.

I therefore appeal to those not in the play to show their appreciation by selling tickets with an enthusiasm which will fill every seat in the Pitt Theater the entire week of May second for our production of *The Firefly*.

C. A. Filson

Get Your Tickets Now for "The

The Cast

NINA	ADA MINNEMAN
GERALDINE V. DARE	FLORENCE SCHWARTZ
MRS. VAN DARE	ELSIE STEVENSON
SUZETTE	ANNA HIRZ
TONY COLUMBO	SADIE CONSTANTINO
SYBIL VAN DARE	MADELINE WALSH
MR. THURSTON	ERNEST MALAPERT
JACK	BOB LANDENBERGER
HERR FRANZ	RALPH WALLACE
JENKINS	HARRY MOHR
PIETRO	ALAN GUMBERT
CIRELLI	OTTO HOOK
POLICEMAN	JUDSON HARE
CAPTAIN	LORENZ BROECKER

Feature Dancers

Mabel Spangler	Elenor Stewart
Helen Sullivan	Goldie Mysels
Edna Johns	Peggy Luke
Edith Wobb	Clara Brubaker
Peggy Orr	Jack Lagoria
Leona Sauers	Harry Woodmansee
Irene Casey	Clifford Luft
Gertrude Frank	Fred Green
Mary Connelley	Harold Braverman
Esther Blisk	Arthur Murray
Ann McDermott	Edward Dorgan
Goldie Wesodky	Charles Grimes

Cast of 150 in Fri

Principals of The Firefly

Mr. and Mrs.
Frank Shea
of New York
Who are coaching
THE FIREFLY

irefly", The Pitt Theatre, May 2-7

Standing Room Only

We're going to sell every seat for every performance! We owe that support to our fellow workers who have been rehearsing every night for weeks to make this the greatest show ever produced by a store group. Arrange theater parties-you needn't hesitate to sell this show to friends outside. Boost the sale of tickets in every way. It's a great play and we're proud of it.

Schedule of Prices

Lower Boxes	$2.50
Entire Lower Floor and Upper Boxes	$2.00
Balcony, First two rows	$1.50
Balance of Balcony	$1.00
Second Balcony	.50

Get Tickets from Your Floor Committee

's Opera Comique

A Group of
Very Clever
Feature Dancers
in
THE FIREFLY

Good Sales

Some Good Transactions
By Fellow Workers

Miss Holt of the Silk Department tells this instance of a sale she has good reason to be pleased about. "When the customer came up to the counter I could see she was confused and rather nervous. 'My goodness!' she exclaimed,'So many colors, so many patterns get me all confused. I can't tell what I do like." "So,"said Miss Holt,"I said to her,'Let's take a few of these lovely compose effects over to the daylight." In this way, I got some of the better silks, in a good, harmonizing selection, away from the confusion of all the others. I draped some of the lovely tans and flattering rose shades on her and she bought an expensive dress length.—And not only that, but she came back the next day, asked for me and bought another dress length with the help of my selection."

⁂ ⁂ ⁂

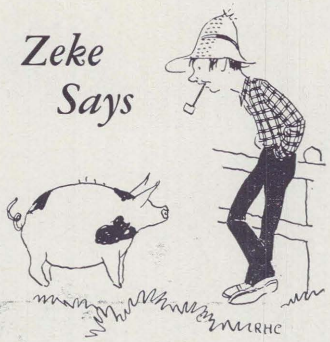
IT ALWAYS PAYS

Miss Szecskay of the Children's Jewelry Section is quite right when she says she thinks it pays to put just as much service into a small transaction as you would into a big sale. "It brings the customers back," she says and she's right about that. "The other day a customer bought a 25 cent article and of course I made the package just as good looking as I could. I always do that. When I handed the parcel to the customer she exclaimed,'Why, how nice that looks. I'm delighted.' I told her that was the regular Kaufmann service and she seemed pleased with the whole store."

⁂ ⁂ ⁂

ACCORDING TO MISS McCOOL

"The customer did look so tired and ill that my first thought was 'Well, I sure do hope I can help you.' She told me she had just come out of the hospital and wanted some sort of fattening creams. I know we have some creams that do get excellent results—just the thing for such a case. I felt so glad I could help the woman that I took a good deal of time to make the right selection and to explain the creams to her in a way that would make her feel the confidence that I knew my merchandise justified. You see, I felt sure they'd help her if she used them right. They're wonderful creams! When the customer left she had a feeling of encouragement and I had her order for $21. And the best part of it is, I know she will benefit by those creams.



No! You're all wrong about that thare patch on Bert Traub's nose last month. It was caused by a autermobile axident.

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"It's gettin' almost as hard to dodge cars as taxes," remarked a well known clothing salesman th' other day.

⁂ ⁂ ⁂

Water never gets so heavy as when carried on both shoulders.

⁂ ⁂ ⁂

There's gettin' to be so many cars on the streets that the traffic officer looks like he was takin' calisthenics in a garage.

⁂ ⁂ ⁂

Skirts is gettin' so short that one local advertiser spells 'em like this in his ad. "Skts" and I'll say it ain't no wonder he does.

⁂ ⁂ ⁂

Shorty in the Jewelry Section says it ain't no trouble gettin' children to listen to advice if it's bad.

⁂ ⁂ ⁂

We heard one of our Fellow-workers remark kinda sad th' other day "Seems like 'bout all home means anymore is a place fer the mail man t' leave bills."

⁂ ⁂ ⁂

Next to a spoiled child, I think the meanest thing t' handle is a foldin' check book.

⁂ ⁂ ⁂

Well, so long folks, 'twont be long now till you'll be comin' up to see me. The good old summer time can't git here too soon for me. I git downright lonesome fer you up here to Kamp Kaufmann.

Yours trooly,

ZEKE.

KNOW YOUR STORE

EXPLANATION OF THE PICTURES SHOWN ON PAGE 3

5 FORBES STREET SERVICE STATION

Mr. Hanlon, Manager

All we can give you is a "still picture" of a department that never is still. The Forbes Street Service Station is one of the busiest service departments in the store. The work is done at top speed all the time and must be so accurate that it requires a staff of specially trained workers. The routers shown near the beginning of the belt conveyor must know every street and by-way in the city and the adjoining vicinity, in order to route the packages correctly. The boys spaced along the belt are sorters and it is their duty to remove the packages from the belt and place them in the correct catch bins. The girls standing at the catch bins are the sheet writers. They make an entry on the sheets for every package which is to be delivered: great rapidity and accuracy are required for this work and each entry must be made legibly. Mr. Hanlan and several of his assistants may be seen in the foreground.

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CENTRAL WRAPPING DESK

Pictured below

Located in the basement, next to the basement delivery, is the Central Wrapping Desk, where the first floor Merchandise is wrapped. If you stop to think how rapidly sales are made on our First Floor, you will realize how rapidly the three girls at the Central Wrap Desk have to work. Here's a sample of what they do: week of April 4th, they wrapped 6,978 packages.

1 ALTERATION DEPARTMENT

Mr. Odenheimer, Manager

One of the most important service departments in the store is the Alteration, operated in connection with the ready to wear departments. Here close to 100 of our fellow workers are at work, sewing and fitting, Our Alteration Room is one of the finest in the country, being uncommonly light and spacious and equipped with latest devices for safety and efficiency. Mr. Odenheimer, who has managed this department for over 20 years is justly proud of his splendid organization.

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3 BAILING DEPARTMENT

Mr. Onderick, Manager

How would you like to be Mr. Onderick and have the job of systematically disposing of our oceans of waste paper? Guess how much he has to bail? Well, to date, he has sent out 55,000 bails. That amounts to about 1,650,000 tons! Or, figure it this way:—each bail is 2½x4 ft.; if placed side by side they would extend 25 miles. Mr. Onderick has had 25 years experience in this work.

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4 BASEMENT DELIVERY

Mr. Rupert, Manager

It looks very mild and tame in the picture, but you should see it on a busy day when the belt keeps packages popping at the rate of many-to-a-minute! It takes a quick and good natured sorter to pick the packages off the bin as they shoot from the revolving belt, write the route number on each parcel and send it on its way, properly labeled, to the Forbes Street Service Station. Counting checkers, sorters, special delivery boys and others—some 15 people work at this imortant post.

Store Reporters

Standing, Left to Right—Mr. Smith, Mr. Kolling, Miss Lemon, Mr. Greer, Miss Barry, Mr. Derby, Mr. Shaffer.
Seated, Left to Right—Miss Epstein, Mr. Simon, Miss Miller, Mr. Thompson, Miss Parsons.

We regret that not all the reporters responded to the call of the camera man the day the above picture was taken. The *Storagram* reporters may do much to make our paper better with each succeeding issue.

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BASEMENT NEWS

Mrs. Huggins has just returned from a two-months' trip to Los Angeles. No wonder she looks so fine!

The Ready-to-Wear Department send Miss Arbour best wishes for a speedy recovery. We've missed her very much.

Miss McKenzie is one of those "Little, But Oh My" people. We've noticed, watching Miss McKenzie wait on customers, that being small is no handicap if you really know how to work.

Miss Ethel Driskel's Fellow-workers extend to her their heartfelt sympathy on the recent death of her sister-in-law.

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TOILET GOODS NOTES

Miss Jane Hunter, who was with us for a number of years, left recently to go to Detroit. The department presented her with a traveling bag. Best wishes go with her to her new home.

We welcome to our regular force Vera and Thelma who formerly worked on the Contingent Force.

Our department is well represented in *The Firefly*. We're proud of the way our girls work at rehearsals and we know we're going to be proud of them when we see them behind the footlights.

STATIONERY

Really, I think it will be "June on a Wednesday," between "Bill" Stewart, stationery stock man, and Helen Nagy of the ribbons. "Bill", I see your trip to Scotland fading if such is the case.

We are happy to have our department represented in the coming show. Edna Kusserow and Mary Mayirnick being first-class actresses.

The Book Department wishes to welcome Julien Morrow, to their sales force, and wish him all success in his new work.

Speaking of harmony Cecilia, of Children's Books, uses Mr. Brownlee to practice on, and really he should be awarded a medal for listening.

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INFANTS' DEPARTMENT

Just about everyone in the department has taken advantage of the Adoria special on Permanent Waves. That is, everyone but Mr. Goldberg seems to have patronized Adoria. The waves are great, but we still think Mr. Goldberg's permanent is more permanent than anyone's.

Miss John's is certainly putting a lot of faithful work into *Firefly* rehearsals.

We wonder just why it is that Miss Nagy uses her shopping permit for Sixth Floor shopping nearly every morning?

We were proud of our registrations for *Progressive Retailing*, and we're still prouder of our good attendance.

We're glad to welcome back Mrs. Eberhardt to the deparment.

Children's Fashion Show

All the Third Floor Departments have reason to feel proud of the splendid way they were represented at the Children's Fashion Show. It was a beautiful pageant and it packed the house at the twice-daily performances March 24, 25 and 26.

Dame Fashion's youngest and tiniest models won great applause. The youngest—a chubby, rosy cherub of a tot, aged four, stepped along Fashion's Fairway with all the assurance of a grown-up model. Of course she did, for wasn't she attired in the very latest of fashions for young women of four years? And what woman, be she four years or twenty times four does not step proudly when she knows she is fashionably attired?

Boys and girls from 4 to 14 years modeled all the newest and smartest togs that children will wear this season—for school and play, for dressy and sports occasions and for parties.

The children and their mothers or attendants made a jolly party of 62 at luncheon in the Dining Room on Saturday.

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ACROSS THE POND

First a Mr. B. Then a Mr. C. Then a gentleman in uniform. Who's next, Beatrice?

Did you see Punny's monthly roses? Three for $1.

We welcome Miss Thompson and hope she is back to stay.

At last the North Side boys have done the unexpected. Yes, they beat the Store Bowling League. How come you did such heavy rooting for the N. S. Team, Gus?

All the boys in the fixture shop—and especially the "tall blonde fellow"—are hitting on all four cylinders now that Josephine is back again.

You can ask Whitey Weltz on No. 8, or Heisel on No. 9 where any one in the South Hills district lives, and they'll give you the correct address, off hand, just like that!

Everybody's busy talking up parties to go to see *The Firefly*. Theater parties for last year's show were quite the thing, and believe me, the North Side bunch aren't slow about getting parties for this season's show.

North Side Chorus Girls doing the stuff on the Warehouse Roof at noon.

Beauty Builders

by Doris

One of the greatest aids to beauty is exercise, and plenty of it—walking, swimming, riding. What marvelous bodies these three build! If women—yes, and men, too— only realized the importance of getting out in the fresh air, taking sunshine and rain as it comes, they would try it oftener. After eight hours indoors, any weather will do for us! It's the sort of outdoor exercise that will give us complexions to be envied and bodies that would rather romp than lag.

And, one more word of advice to those just starting out on this health-giving program: Leave your hat at home. It might be ruined if you went swimming; and you don't need it for the other two!

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PIANO DEPARTMENT

The Piano Department is very happy to tell their co-workers of the numerous period models they have in stock. These models are recent acquisitions. All who are interested are invited to come and see them.

Miss Davies has come to the Musical Instrument Department to demonstrate the new line of Lyon-Healy Harps. We wish her happiness in her new work.

Bob Sherrod, who has been in the Victrola Service Department for eleven years, has left to take up new interests in South Carolina. We of the Eleventh Floor shall miss him.

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FURNITURE FLOOR NEWS

Mrs. Fisher, of the Budget Bureau, spoke to the Mother's Club of Carrick last month. Mrs. Fisher knows her subject and her manner is so pleasing and convincing that she gets her message across most admirably. The Squirrel Hill Community also had the pleasure of hearing Mrs. Fisher at one of their meetings in March.

Mr. Harry Geis, of the steel beds and bedding section, after 19 years of work with Kaufmann's, has left for a new position in Newark. The men in the furniture section all regret losing Harry and wish him success and happiness in his new home and new business.

Miss Amelia Kline, of the Club Credit Office, leaves some time this month to be married. Best wishes for your happiness, Miss Kline!

Head Inspectors

Back Row, Left to Right—Miss Minnie Moore, Miss Anna Kline, Miss Elizabeth Kearney, Miss Katherine Ryan, Miss Helen Franks, Miss Marie Meyers, Miss Dorothy Elliott, Miss Mary Kascmar, Seated—Miss Betty Schmitt, Miss Cecelia McCloskey, Miss Mary Elser.

WRAPPERS RECORD FOR WEEK ENDING MARCH 14, 1927

Central, A. Holzapfel	395
Basement, F. Satula	2379
First Floor, M. Hellman	1670
Second Floor, C. Silasky	762
Third Floor, M. Oberst	1020
Fourth Floor, M. Coun	351
Fifth Floor, E. Howieson	938
Sixth Floor, L. Feist	2758
Seventh Floor, A. Dodaro	652
Ninth Floor, K. Bands	1159
Tenth Floor, M. Diskin	1756
Eleventh Floor, M. Palmer	243

WRAPPERS VISIT POST OFFICE

Miss Elser and the Head Wrappers of each floor visited the Parcel Post section of the Ferry Street Station. The Superintendent there was delighted to show them around and appreciated their interest. All are interested in co-operating for better parcel post wrapping.

Many visitors, interested in store operation, have been shown through our packing rooms. Many favorable comments are heard on the work of the girls.

DIED—ANNA LYONS

With great regret we announce the death on March 2nd, of Miss Anna Lyons, who had been for five years a faithful and highly regarded Fellow-worker in the Alteration Department at Kaufmann's. Miss Lyons died at Mercy Hospital, two days after she was injured in a train accident.

MEN'S CLOTHING

The boys certainly appear to like rehearsals. Some of them report that the girls of the cast—Daisy in particular —look as if they are headed for Hollywood.

Mr. Walter Meyer had a rather bad accident with his car on March 19th. There are several other people besides Walter, who are inconvenienced and disappointed when Walter's car is laid up for repairs!

Looks like there may be some big league material in the Men's Clothing Department. J'ever see Red Ainsworth play ball? And there's Lefty Levinson, of the Sporting Goods Department—they say he's making a real stir in baseball circles.

Our new floor superintendent, Mr. Broecker, takes to the stage like a duck to water. One of Shea's standbys, Broecker is. And there's Zugarman, of the men's shoes and Harry, the stock boy, representing us in the play. Regular shieks, they are, too.

We congratulate our Larry Morris on his recent promotion to the position of Assistant Buyer of Men's Clothing. Larry's young in years, but old in experience, having grown up in the business. His appointment to an assistant buyership has the hearty support of his Fellow-workers. It's good to see an executive selected from within the store. It is the Kaufmann way and we are all encouraged by it. The best of luck to you, Larry—and here's our pledge of support!

We are sorry to announce the recent death of Mrs. Daschbach, mother of Albert Daschbach, of the Prep. Shop. We extend our heartfelt sympathy to Mr Daschbach.

LIBRARY BEATS LAST YEAR'S FIGURES

Circulation for January, 1926	630 volumes
Circulation for February, 1926	606 volumes
Total	1236 volumes
Circulation for January, 1927	1318 volumes
Circulation for February, 1927	1376 volumes
Total	2694 volumes

That's a gain of 1458 volumes in two months—more than double last year's figures.

♣

SPIRITED DISCUSSIONS IN SALESMANSHIP GROUP

Of all the groups that hold meetings in the store to promote business and increase efficiency, there's no group that has a more definite aim and a livelier spirit than the Salesmanship Classes. Formed of new people, these classes meet for 45 minutes, four mornings a week for two weeks, making a course of eight meetings.

Forty-five minutes are all too short, it seems, for the fascinating problems that are brought up. Such things as good approach, how to learn and present selling points, how to judge customers, when and how to narrow a sale, how to meet customers' objections—these and many more subjects are freely discussed, and many and lively are the arguments.

"Graduates" of the short course will not necessarily be 100 per cent, but no one can leave the course without having gained a better insight into human nature and a greater interest in the study of his or her stock.

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FOURTH FLOOR

We all welcome the two young ladies who have just joined our selling force. Miss Long was promoted from cashier. We wish her success in her new position. Mary Meyer, said a year ago, when she first came, that her ambition was to be a buyer and we hope she'll get there!

Of course it's not hard to find out what makes Mr. Kunselman so happy all the time. Just let him get started on the subject of his grandchild!

Miss Upperman extends an invitation to all her Fellow-workers to visit the China Painting Classes which she conducts every Tuesday and Thursday evenings.

We were all sorry to have Regis McCarty leave us. He had been with us for three years and his many friends miss him.

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TENTH FLOOR

We're all glad to welcome Mrs. Snyder back from her trip. You see, we can hardly wait for that Third Annual Chicken and Waffle Dinner!

No wonder Leona is so wild about her dance in *The Firefly*—you should see her partner!

There were times in the past when the Auditing Office attracted crowds to congratulate the brides.

Wonder if Bertha can tell us the names of all the fine machines whose privilege it is to bring her to work?

A LAST TRIBUTE

With deepest regret we announce the death on Sunday, March 23, of Miss Margaret Driscoll, a member of the Stand-By Club. For more than twenty years Miss Driscoll had been with Kaufmann's and all through these years she demonstrated in her daily life and work those sterling qualities that mark a fine character. Faithful and loyal, she was an inspiration to her fellow-workers. Her last illness kept her away from the store for six weeks, but her associates were constantly in hopes of her return. She will be sorely missed by her many friends.

♣

FORBES STREET SERVICE STATION

One of the Four Horsemen, who pilot the Ford Service car to the North Side Service Station each morning at six o'clock to inspect and repair the furniture fleet of trucks, said that he was humiliated by a policeman who gently said to him, "If you cowboys can't keep that vehicle on the ground, tell your superintendent to buy it a pair of wings."

The Delivery Department is at present deeply interested in its cooperative action with the nation-wide Safety Campaign, which is showing some gratifying results. On several occasions speakers from the Western Pennsylvania Safety Council have addressed groups of chauffeurs and helpers. Without exception these talks have been of utmost interest and have contained much valuable instruction. The department is going into the month of April with renewed interest and determination in shattering all previous records for accident prevention.

Chauffeurs Metzler, Heisel and Grady have each received a street car pass in recognition of careful and skillful driving under difficult conditions. We have a hunch that if more of the men were under observation the street car company would be providing more free rides.

In the last issue of *The Storagram* there was an editorial discussing the benefits derived from having a hobby. The men here at Forbes Street have discovered at least one of Mr. Hanlan's hobbies, which, quite evidently, is the elimination of accidents.

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Mr. Hergenroeder wants to trade in a fur cap for a lawn mower. Any party interested in this good and seasonable proposition, please see Sylvester on the 11th floor.

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BEAUTY BUILDING VIA RADIO

Many letters have been received expressing appreciation of the "Beauty Chats" which Miss Lee, of the Adoria Beauty Salon, gives each Wednesday morning at 11 over KDKA. Even more substantial returns from these Radio Beauty Talks have come in the form of mail orders and personal calls from new customers.

The Radio is thus seen to be a powerful and far reaching sales agent. But, like all selling, it's got to carry a real, sincere, human appeal. Miss Lee has such faith in her merchandise and such a sympathetic understanding of women's needs and interests that her Radio Talks do sell the goods, as well as entertain the listeners.

♣

LOST

In main dining room on Monday evening, March 21st darl blue silk umbrella with amber and blue handle and dark blue silk cord.—Mrs. Swift, Charge Office-Baes

Bowling

Results of Monday Evening, March 21, 1927

North Side

	1	2	3	vs- Total
Brush	130	169	221	520
Rollinger	118	138	121	377
Gundecker	132	94	115	344
Croke	70	144	109	323
Wells	112	103	130	345
TOTAL				1906

Store

	1	2	3	Total
Haight	121	115	86	322
Roth	104	97	130	331
Drake	140	115	97	352
Stevens	82	125	103	310
Weiland	126	126	99	351
TOTAL				1666

STANDING OF TEAMS AT CLOSE OF SEASON

TEAM	W	L	TEAM	W	L
Mahogany	25	5	Birch	12	18
Maple	23	7	Oaks	11	19
Chestnut	16	14	Pines	10	20
Poplar	12	18	Walnuts	10	20

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Miss Josephine Fraccarolli, of the Credit Club Office, who has been away on account of illness since October, is reported to be well on the road to recovery.

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LEGAL AID BUREAU

K.B.A. offers to Kaufmann employees free legal aid. Emanuel Amdur, Esq. is at your service Wednesdays and Saturadays 9 to 10 A. M. All employees desiring legal advice may consult him without charge.

—Tenth Floor.

"ASK ME ANOTHER"

1 What departments send buyers abroad?
2 Who is the head of the import department?
3 What is lalique wear?
4 How many fellow-workers are there in Kaufmann's?
5 What is the seating capacity of the auditorium?
6 Who did the big paintings of Pittsburgh scenes on 11th floor.
7 How many furniture show rooms has Kaufmann's
8 When was Kaufmann's founded?
9 How many acres are there in The Kaufmann Summer Club?
10 Over what territory or what is the radius of Kaufmann's free delivery?
11 How many volumes circulate a month in the Library?
12 In what cities does Kaufmann's maintain foreign offices?

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NEW BOOKS IN THE LIBRARY

Spell Bound, by Smith
Rivers to Cross, by Pertwee
Hardy Rye, by Chase
The Emerald, by Chesterton
Early Autumn, by Bromfield
The Green Bay Tree, by Bromfield
The Ninth Wave, by Van Doren
Lord Raingo, by Arnold Bennett
With Easter Eyes, by Poole
The Time of Man, by Roberts
Hilda Ware, by Harker
The Magic Garden, by Poretr
Doomsday, by Deeping
Preface to Life, by Zona Gale

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NOTICE

Put in your request for books from the Carnegie Library which may not be in our loan collection. If the Carnegie Library has these books they will be brought here within a reasonable time. Often such request orders are filled within a week of time the order was placed.

ANNUAL BEAR RUN RALLY

FOR KAUFMANN'S SUMMER CLUB BOOSTERS

DANCING and CAMP PICTURES

May 12

REFRESHMENTS in THE BIRD ROOM

AUDITORIUM TICKETS 50c

KEEP THIS DATE OPEN, FELLOW WORKERS!

Recent Transfers and Promotions

NAME	FROM DEPT.	POSITION	TO DEPT.	POSITION
Lawrence Morris	14	Sales	14	Asst. Buyer
M. C. Hock	54	Sales	54	Sales and Asst.
Mary Ciminel	S Cont.	Sales	37	Sales
Thelma Robson	T Cont.	Sales	67	Sales
Margaret Lemin	S Cont.	Sales	29	Sales
Ethel Williams	S Cont.	Sales	29	Sales
Marie Collie	S Cont.	Sales	166W	Hosiery Repair
Ruth Kim	20C	Cashier	240	Typist
Margaret Smith	212	Stuffer	217	Clerk
Helen Kaminkowitz	S Cont.	Sales	11	Sales
Vera Mikesell	T Cont.	Sales	67	Sales
Ethelda Graden	252S	Sales & Clerk	252	Reference Clerk
Anna Kelly	252	Clerk	277	Supervisor of Service Desks
Marie Ross	S Cont.	Sales	38	Sales
Marie Golsong	S Cont.	Sales	38	Sales
Marie Crawford	S Cont.	Sales	450	Hostess & Asst.
James O'Connell	746	Truck Helper	714	Return Goods Clerk
Margaret Abbott	59J	Marker	104K	Clerk
Elsie Lersch	S Cont.	Sales	38	Sales
Effie Rhymer	S Cont.	Sales	38	Sales
Margaret Becker	214	Compt. Operator	201	Executive Office
Rose Cognet	S Cont.	Sales	34	Sales
Mary Frances	S Cont.	Sales	26	Sales
Margaret Means	S Cont.	Sales	35	Demonstrator & Sales
Margaret Ainsworth	124C	Cashier Wrapper	530	Checker
Ottilia Kraft	20	Sales	640	Telephone Operator
Elma Perkins	450	Charge of Budget	501	Merchandise Office
Olive McGuirk	S Cont.	Sales	640	Telephone Shopper
O. M. Voelker	45	Asst. & Sales	45–46	Asst. Buyer
Samuel Sigal	108	Stockman	35213	Shop Supervisor
Merwyn Glass	230	Authorizer	230	Charge of Tubes
Andrew Reinard	54	Head of Stock	54	Asst. Buyer
Samuel Sugerman	14	Sales	13	Asst. Buyer
Walter Zahniser	11	Sales	12	Sales & Asst.
Hubert Richards	52	Asst. & Stock	141	Sales in Contract Dept.
Chester Smith	49	Sales	49	Sales & Asst.

Kaufmann Players' Second Annual Production

The Music—Ah-h-h-h-h-h---
The Dancing—Oh-h-h-h-h-h---
The Costumes—Oo-o-o-o-o-o---
The Girls—Mm-m-m-m-m-m--
The Show—Gr-a-a-a-a-n-nd--

That's What Everybody Will Say When They See

THE FIREFLY

And we don't mean "Perhaps"

One hundred fifty of our fellow workers are making every sacrifice—One hundred fifty of our fellow workers are working like mad to make the Second Show of The Kaufmann Players a grand and glorious success. Let's do our bit—and fill every seat every performance.

Fill the Pitt from Roof to Pit

MAY SECOND TO MAY SEVENTH